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Michael B. Barker

ADMINISTRATOR

ENVIRONMENT & DESIGN

THE AMERICAN INSTITUTE OF ARCHITECTS

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declined-6-5-75

AGENDA

THE NATIONAL FORUM ON GROWTH POLICY

June 13, 1975 Meeting
9:30 a.m. to 3:30 p.m.
Board Room
AIA Headquarters

I. REPORT FROM THE DOMESTIC COUNCIL

- a. Norman Ross, Assistant Director/Domestic Council (invited)
- b. Todd Hullin, Assistant Director/Domestic Council (invited)

II. INFORMATION EXCHANGE

a. Policy Development Process/5-7 minute presentations

United States Chamber of Commerce	Ivan Elmer
American Society of Landscape Architects	Lane Marshall
American Institute of Planners	John Joyner
Urban Land Institute	David Stahl
Forum Members	

b. Major Positions/5-7 minute presentations

United States Chamber of Commerce	Ivan Elmer
American Society of Landscape Architects	Lane Marshall
American Institute of Planners	John Joyner
Urban Land Institute	David Stahl
Forum Members	

c. Implementation/5-7 minute presentations

United States Chamber of Commerce	Ivan Elmer
American Society of Landscape Architects	Lane Marshall
American Institute of Planners	John Joyner
Urban Land Institute	David Stahl
Forum Members	

III. REPORT OF THE STEERING COMMITTEE

- | | |
|--------------------------------------|------------------|
| a. Status of Funding for Secretariat | Archibald Rogers |
| b. Functions | Mary Nenno |
| c. Round Table | Ralph Widner |
| d. Membership | Forum Members |



RESERVATION FORM
NATIONAL FORUM ON GROWTH POLICY

June 13, 1975 Meeting
9:30 a.m. to 3:30 p.m.
Board Room
AIA Headquarters

DEADLINE FOR RETURN

JUNE 2, 1975

ORGANIZATION _____

REPRESENTATIVES (LIMIT 2)

Name _____

Address _____

Phone _____

Name _____

Address _____

Phone _____

Please return to:

Michael B. Barker
American Institute of Architects
1735 New York Avenue, N.W.
Washington, D.C. 20006
202/785-7360



MEMORANDUM

Date: May 1, 1975

To: National Forum on Growth Policy

From: Archibald C. Rogers, Chairman

Subject: Steering Committee Meeting

1. The Steering Committee members appointed at the last Forum meeting were notified immediately thereafter and agreed to serve. These are: Ivan Elmer, Lane Marshall, Alice Klavans, Mary Nenno and Harold Fleming.
2. In addition, under the authority granted to the Chairman, Rochell Brown, representing the National Association of Planners, was asked to join the Steering Committee and agreed to do so, his organization having formally accepted the founding resolution.
3. The first meeting of the Steering Committee was held at AIA offices on April 22, all Committee members being present other than Harold Fleming.
4. The next meeting of the Forum was suggested to be held in early or mid-June, and the agenda recommended was to be twofold: one, a program in the morning or in the afternoon involving a speaker or speakers and a Forum discussion; two, the first or second half of the day to be devoted to a discussion of the establishment of an independent secretariat.
5. In respect to the latter part of the program, it was felt that the Forum, in defining the role of such a secretariat, would, in effect, be defining with some precision the role of the Forum itself.
6. The Steering Committee is convinced of the value of an independent secretariat: (a) because of the commitment of institutional funds by the members to other ongoing programs within each institution; (b) because the absence of these funds makes it difficult to undertake independent analysis of issues and studies for the Forum itself; (c) because the principle of rotation does not solve the problem of a possible institutional bias affecting the rotated secretariat.
7. There is foundation interest in helping to establish the independent secretariat, but this interest is dependent upon, among other things, clarification of the apparent overlap between the functions of the Forum and those of other entities such as the National Urban Policy Roundtable.



The Steering Committee felt that there were some clear distinctions: (a) the Forum is an organization of organizations, most of whom have their own membership constituency; (b) the Forum deals with national growth policy, including urban and non-urban areas of development; (c) the Forum is potentially a mechanism which could: (1) "decontaminate" positions and studies taken by individual institutions so as to reduce institutional bias; (2) test in the real world propositions coming out of academic studies -- a clearing house role; (3) disseminate information to the public at the grassroots level by virtue of the national membership constituencies; (4) on certain issues conceivably take positions that could have important political credibility, even if the positions taken had, as seems likely, to express both areas of agreement and disagreement within the Forum.

8. It was agreed that Mary Nenno would develop a paper for subsequent mailing to Forum members, in advance of the June meeting, proposing for discussion the specific functions which the Forum and its secretariat could accomplish. All members of the Steering Committee agreed to help in lining up an appropriate program of speakers for the June meeting. The Chairman agreed to develop a statement pointing out the differences between the Forum and other entities to be used in clarifying the concerns of potential foundation supporters of the secretariat.
9. Attached hereto is the proposed agenda for the meeting and are the minutes of the last meeting.

ACR:emr

Minutes of
The National Forum on Growth Policy
Meeting

February 27, 1975
AIA Headquarters
Washington, D.C.

MEMBERS IN ATTENDANCE

BANNER, Knox, International Downtown Executives Association
BICKLEY, Carol, National Recreation and Park Association
BRANSON, Al, Associated General Contractors of America
COOPER, Norman, American Society of Civil Engineers
DE HAAN, Norman, American Society of Interior Designers
EINSWEILLER, Robert, American Institute of Planners
ELMER, Ivan, United States Chamber of Commerce
FRANKLIN, Herbert, Potomac Institute/National Housing Conference
HILL, William, International Downtown Executives Association
HODGES, Allan, Mortgage Bankers Association of America
HOLMGREN, Edward, National Committee Against Discrimination in Housing, Inc.
LAGOMARCINO, John, National Recreation and Park Association
LUNCH, Milton, National Society of Professional Engineers
MALOLEY, Nancy, Junior League of Washington
MALT, Harold Lewis, Industrial Designers Society of America
MARSHALL, Lane, American Society of Landscape Architects
MARSHALL, William, American Institute of Architects
MC GINTY, John, American Institute of Architects
MEIER, Louis, American Society of Civil Engineers
NENNO, Mary, National Association of Housing and Redevelopment Officials
NICHOL, Marion, United States League of Women Voters
PRITCHARD, Allen, National League of Cities
RAYMOND, George, American Society of Consulting Planners
ROGERS, Archibald, American Institute of Architects
SLAYTON, William, American Institute of Architects
STAHL, David, Urban Land Institute
SUMNER, Billy, Consulting Engineers Council
VINSON, Betty, United States League of Women Voters
WASSERMAN, Irving, American Society of Landscape Architects
WEAVER, Les, National Society of Professional Engineers



INVITED ORGANIZATIONS AND INDIVIDUALS IN ATTENDANCE

ADAMS, Betty, National Urban League
ANGEL, Syl, Kettering Foundation
BARNETT, Jonathon, City University of New York
BINDER, Gordon, Conservation Foundation
BROWN, Rochell, National Association of Planners
CAMPBELL, Leroy, National Organization of Minority Architects
DARLING, Denise, American Chamber of Commerce Executives
DOLBEARE, Cushing, National Rural Housing Coalition
DOUGHERTY, Joseph, Consultant
GOLDBECK, Bill, Public Policy Communications, Inc.
JONES, Harry, Center for Responsive Technology
KNAPP, Paul, Association of Physical Plant Administrators
KUNDE, James, Kettering Foundation
MAY, Klaus, National Council of LaRaza
MC CONKEY, Robert, United States Savings and Loan League
MICKEL, Ernie, McGraw-Hill Press
MORRIS, William, National Association for the Advancement of Colored People
MULLEN, Joseph, National Conference of State Legislatures
OLIN, Harold, United States Savings and Loan League
OLIVAS, Roberto, National Council of LaRaza
POLLACK, Sheldon, Regional Plan Association
ROSZEL, Merry, American Institute of Architects
SELVAGGI, James, Department of Housing and Urban Development
SPRINGER, Michael, The Urban Institute
THORNTON, James, Senate Agriculture Committee
WASHINGTON, Robert, National Conference of State Legislatures
WEINSTEIN, Dick, Rockefeller Brothers Foundation
WIDNER, Ralph, The Academy for Contemporary Problems
WILSON, Yettekov, National Organization of Minority Architects
DOUGHERTY, Josephine, National Science Foundation

STAFF TO THE NATIONAL FORUM ON GROWTH POLICY

BARKER, Michael, American Institute of Architects
Administrator, Department of Environment and Design
BRANDT, Dolores, American Institute of Architects
Administrative Assistant, Department of Environment and Design



WILLIAM MARSHALL, JR., FAIA, President of the American Institute of Architects formally opened the meeting by welcoming the attendees. He explained that AIA will be retaining the secretariat for 1975 with Archibald C. Rogers, FAIA as the Chairman and he, William Marshall, as the voting member from AIA.

ARCHIBALD C. ROGERS, FAIA, Chairman of the Forum, mentioned that the above arrangement sets a precedent which other organizations may wish to follow as the secretariat is rotated. The chair theoretically will be neutral. Mr. Rogers then asked those present to identify themselves and the organizations they represented. After each person was given the opportunity to identify him/herself, Mr. Rogers indicated that he had taken the action, as Chairman in the name of the Forum, of inviting 10 organizations to join the Forum representing minorities. Mr. Rogers read the names of the 10 organizations:

- Emergency Land Fund
- Joint Center for Political Studies
- National Association of Minority Contractors
- National Association of Planners
- National Association of Real Estate Brokers
- National Business League
- National Congress of American Indians
- National Council of LaRaza
- National Council of Negro Women
- United Mortgage Bankers of America

Mr. Rogers mentioned that these organizations are minority counterparts of other societies which are represented in the Forum. Mr. Rogers asked for ratification of his action, since he had extended the invitations in the name of the Forum without prior consent of the membership. His action was approved.

Mr. Rogers then reiterated, for the benefit of those who had not participated by attending prior meetings, how the National Forum on Growth Policy came about. He said the Forum's predecessor was the Interdisciplinary Coalition for a National Growth Policy. The Coalition itself grew out of a critique of the AIA's first national policy report financed by the Ford Foundation in the fall of 1972. Many of the organizations involved in the critique are members of this Forum. The meeting also dealt with "constraints" that would inhibit carrying out the recommendations of the AIA. At the end of the three day conference held at Harvard, Stanley Waranch, then President of the National Association of Home Builders, requested that the AIA give consideration to the NAHB and other groups joining in an unofficial way the working of the AIA on national growth. This group then became the Interdisciplinary Coalition for a National Growth Policy. In January 1974, the second AIA growth report was published which was influenced by the Interdisciplinary Coalition; however, it was the AIA's report. Out of that exercise, in the spring of 1974, came a recommendation by the members of the Coalition that a drafting committee prepare language in the form of a resolution which would



establish a formal organization: The National Forum on Growth Policy. Today, there are 27 groups which are formally members of the Forum. Several of these organizations have developed their own national growth statements, and this is consistent with what the Forum wanted to see happen. The American Society of Landscape Architects and the American Institute of Planners have such statements; so does the National Association of Home Builders (not yet formal members), and the United States Chamber of Commerce.

Mr. Rogers then asked those present if there were any changes to be made in the minutes of the prior meeting. There were none, and the minutes were approved. Before moving along in the agenda, Mr. Rogers asked if anyone wished to express his/her thoughts on the Forum itself - where it has gone, where it seems to be going, etc.

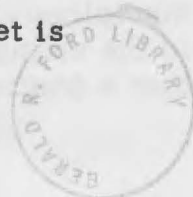
HAROLD OLIN, AIA, of the United States Savings and Loan League, expressed strong feeling that the Forum is not going fast enough. He proposed that the Forum have a series of major meetings with major speakers, mentioning that the outline for such a dialogue is stated in the United States Chamber of Commerce booklet. He posed the questions: "Is growth good? Is it always good?" etc. He said these are the key questions which the Forum needs some consensus on. This should be a prelude to some kind of basic position. This series of meetings should be apart from the business meetings - perhaps a major conference.

IVAN ELMER, of the United States Chamber of Commerce, thanked Harold Olin for his comments about the Chamber's booklet on national growth. His opinion differed with Harold Olin's in that he feels there is not likely to be broad agreement by the Forum members. He said he is more comfortable with incremental achievement. And he also stated he liked the idea of a conference.

ROGERS explained that the Forum itself does not take positions, but rather facilitates in the private sector a vigorous debate of growth policy issues.

Mr. Rogers introduced James Selvaggi from HUD who discussed the President's 1974 Report on National Growth and Development. (Note: Since these comments are off the record, only a brief description is contained in these minutes).

JAMES SELVAGGI, of the Department of Housing and Urban Development, commented on how the federal government gets organized to bring forth a document such as the second national growth report. He said there was an inter-agency committee under the aegis of staff to the Domestic Council. He said a draft was put together and it went through an editing process in the White House. Mr. Selvaggi said as far as the content of the report went, there was a debate as to what growth meant. A resolution was arrived at in favor of growth meaning economic expansion - economic development, economic maintenance; not dealing with policies aimed at moving people around. He said because of the way the private housing market is



going, downtown is being abandoned - the market does not work well for downtowns. That would require public concern, compensatory programs, etc. and that kind of debate this report did not get into. Mr. Selvaggi said those present have to judge how a report such as this gets produced in the political world. In this case, it is a time of a new President; it is not a time, he felt in which there would be a great deal of thoughtful debate on growth recommendations. He asked what is the level of realistic expectation for a report like this. He said his own thoughts were that it is a slow evolution taking place; he felt there should be public participation into the substance of such a report - perhaps by mini-growth conferences around the country. He felt more of a nation-wide discussion is important - more staffing and more sophisticated research needs to go into these position papers. He said the major concern facing the executive branch is how to get better organized to handle this kind of mandate from the Congress. Mr. Selvaggi posed the question of how to fit this into the annual State of the Union message and asked for debate on the subject by the Forum.

ROGERS thanked Mr. Selvaggi and mentioned that James Thornton, of the Senate Agriculture Committee, would make a response. Mr. Rogers said he thought the Forum could be a valuable resource to both the President and Congress in addressing this complicated issue.

JAMES THORNTON, of the Senate Agriculture Committee, said the framers of the report meant it to be evolutionary. The idea of having reports was put into effect in 1970. Congress does not feel this report has lived up to its expectations. This report is only about half of what was in the "draft" report. Senator Humphrey is thinking about publishing the draft report so people can see what went into the White House and what came out. He said the report was intended to develop an approved perspective on what is going on in this country. Mr. Thornton said all of the various problems which we have are interrelated - that we are living in a very complex time. There are problems within the functional policy area; there are some interrelational questions which are being ignored. This is leading the country into further frustrations and requiring the Congress to come up with "quick fixes."

Mr. Thornton said Congress wants an evolutionary process and wants to develop a perspective on how to deal with the questions. As an example of the kind of thinking on the national level - rather than waiting for a problem to develop and waiting for Congress to have an immediate solution or policy, we have to think about the policy making process itself - a process which will insure us with a much more definitive management scheme with respect to the use, management and protection of resources. Inventorying the resources needs to be done. What we have been seeing is the desire to try to come up with almost an immediate policy, with little or no thought to the implications the policy decision has in the long-range, and the failure to appreciate the implications as it relates to other policy areas.



Congress has just started a review of our nation's food and agriculture policies. It suggests that the policy format, now law, is outdated to say the least. He said Congress is trying to look farther down the line on all the implications of food and agriculture policy. He said when you talk about national growth policy, you are really talking about everything. You have to think about who is involved, the time frame, etc. He said the President and Congress do not address themselves to these kinds of questions. Mr. Thornton said until the government thinks about the process and the mechanisms to assess the problems, we can expect to see and experience continued crises and changes in the quality of life in this country.

ROGERS thanked Mr. Thornton and indicated that Mr. Selvaggi would like to respond.

SELVAGGI said the question on how far to go could be debated indefinitely. He said the Vice President represents a new opportunity on the executive stage because of his own experience with Critical Choices. Regarding the supplements which were left out of the President's report, which Mr. Thornton mentioned that that is evidence of the inside debate which went on - that is, what degree of depth was wanted? Should it be a large report or a small one? Mr. Selvaggi said they were working to produce functional supplements on agriculture, transportation, housing and others. He said if you looked at the supplements, you would have found, in the case of housing, a restatement of the President's 1973 statement on housing. Mr. Selvaggi said we should cut out the "quick fix." He said it is time to subsidize the home seeker rather than the home builder, and that is what would have been found in the housing supplement. He went on to say that you would not have found anything you didn't already know. He said one of the reasons the supplements were dropped is that the legislative program either decayed or was translated into law which made some of the supplements obsolete. He then said he would like to see the matter open for debate within the Forum.

ROGERS, reiterating what had been said, commented that it seemed Congress is quite comfortable in dealing with mechanisms and processes. It feels uncomfortable with the substance. This is where the Forum could be helpful, because the Forum can deal with substance. He said processes and mechanisms, once established, have a quality and character predictive of what the ends would be. He also said the Forum recognizes the assignment of the Vice President and that the Vice President was invited to this meeting but could not attend. Mr. Rogers said the Vice President has been extended a standing invitation to attend future Forum meetings. Mr. Rogers then suggested that there be a ten minute break, after which, Ralph Widner, of the National Academy for Contemporary Problems, would address the meeting.

RALPH WIDNER, of the National Academy for Contemporary Problems, which is funded primarily by the Xerox Corporation and is less than a year old, commented that the Academy bridges the gap between the research world and the real world.



They basically work on "messy" problems. A year and a half ago, they were asked by HUD and the Congress to take on an attempt to bring intelligent order into the growth policy debate. In cooperation with the Kettering Foundation, they brought in a group to deal with some of the policy issues. They participated in some of the basic research that went into the draft report. Mr. Widner said he felt most people recognized that the report has been a nuisance.

Referring to Title VII, he said it refers to a report on urban growth. The geographic implications of economic and environmental policy was the report's concern. The decision was made in the 1972 report to refer to everything, although that might not have been the legislative intent. Mr. Widner said we need to find out what it is a report like this should cover. He said he thought Congress probably aspired to community structure and geographic consequences as the report's central focus. He said the most distressing thing about the 1974 report is that it ends with conclusions rather than recommendations. He said federal agencies of the last two years have been financing some outstanding research which should go into this report - although none of this research found its way into the President's report.

Mr. Widner said the most interesting suggestion in the report gets at the heart of one of the debates which will go on in the Forum for as long as it exists. He said there are those who argue that their frustrations with programs and policies can be dealt with in the way policies are made - a process question. He said much of the growth debate has to do with "map" advocates and "process" advocates. We will never get a consensus.

Mr. Widner said the report referred to the fact that we may not be able at the federal level to agree on what the policies should be on growth policy. He said the distressing thing for many is that there is little attention as to how to restructure services in the rural areas - metropolitan societies cannot exist without the rural areas. He said at the national level, the notions of what to do about these areas are "bankrupt." He said urban policy seems to have disappeared - no solid recommendations are made. He said there is much in the report which says most of the decisions are made in the private sector, and Mr. Widner tends to agree with that. He said we need to modify the rule of the game that shapes the way decisions are made. He said we could think in terms of four different models with respect to this: (1) the problem solving approach; a reactive approach; (2) trend modifying - where you try to assess in advance the problems down the road; (3) entrepreneurial - opportunity seeking; (4) goal oriented - that people could agree on goals to move the society in that direction; however, he said, that does not seem to work.

Mr. Widner said the 1976 report ought to assume more significance than the first two. He said since the Conference on Human Settlements in Vancouver is coming up, one would hope the United States would have something constructive to say there on the future of urban areas in general. The report ought to be a showcase; it should be a first class document; it should be more than an internal executive document.



OLIN said an essential ingredient of the process which is being spoken about is the public advocacy point of view. He said many of the findings of the government agencies and discussions such as the ones within the Forum meetings do not percolate to the public so that they can become an important part of that process. Mr. Olin said one of the useful things the Forum can do is to educate the public at large, to increase its awareness of what is going on. He went on to say that one thing everyone agrees on is that a certain amount of growth is inevitable. He said we should plan for this growth, and that there are plenty of case studies to draw from. He said he wants to see some kind of coordinated action to increase the awareness of what growth means and what the consequences mean, without tackling the really difficult questions. He said we need to develop forums in which the processes could work. He said this Forum could gain a consensus on this and do this within a national scale.

ROGERS said perhaps what the Forum should be thinking about could be a TV presentation, a cartoon maybe, but well done, dealing with these concerns.

HERBERT FRANKLIN, representing the Potomac Institute and the National Housing Conference said he felt you could not modify trends unless you have a goal to which you are striving. There is an interplay between goals, in a special sense, and processes for coming to decisions. You have to know the special impact of functional decisions.

ROBERTO OLIVAS, of the National Council of LaRaza, said his organization's reason for being at this Forum meeting was that his group is the only Spanish speaking organization addressing national policy issues. His group is a good example of public participation. He said structure can mean many things. It is a beginning to understanding where we are and how to relate to one another. He said he would like the Forum to consider reversing the order of decision making. He said his group has tested giving the people who are most affected the decision making power and they have found that the end product is more relevant to resolving the problem.

THORNTON commented on the question of public participation by mentioning the Minnesota Horizons program. Mr. Thornton said when the legislature met in Washington about a month ago, Minnesota Horizons presented to it various issues such as population trends and related this kind of information to different major policy questions, such as where they were now and what was down the road in the next 5 to 10 years. They discussed the relationships and inter-relationships in housing, energy, transportation, and health to name a few -- the whole process was presented to the legislature and simultaneously to the State of Minnesota through television. This process helped the legislature as well as it did the people of Minnesota.

CAROL BICKLEY, of the National Recreation and Park Association, asked if education is an adequate implementation mechanism.



SELVAGGI said that question posed an organizational issue which is not fully resolved. He said you could expand the question to "what is it that should be done at the state, local, and federal levels?" He said it depends upon the topic - the public issue of the moment or of the year.

ROGERS said we can make the either/or distinctions, but said there need to be optimistic techniques.

GEORGE RAYMOND, of the American Society of Consulting Planners, suggested the name of the Forum should, perhaps, be the National Forum on Urban Policy, rather than Growth Policy. He said we need to talk about urban change which is taking place, that we cannot just think of growth.

NORMAN COOPER, of the American Society of Civil Engineers, asked if the Forum should function as a means of information exchange or make explicit policy decisions. He questioned the scope of the Forum.

ROGERS said this has been discussed before. He said the Forum is made up of autonomous organizations; therefore, it is not able to agree necessarily on a policy. The Forum is also expected to be a vehicle for exchanging ideas and advancing the level of thought in this evolutionary process. We are talking about an evolving national process or modification of our ground rules which will then make possible the appropriate kinds of decisions, both public and private, which will improve the quality of life - this is the purpose of the Forum. He then said, are we talking about growth, no growth in a physical sense, in an economic sense - these are the kinds of questions we want to talk about. We can pick out a specific point of focus for our meetings.

SELVAGGI, said he would look forward to the Forum's serious participation in national policy matters. He also said he would like to see position papers on such things as what should come after the interstate highway system is finished, housing policy, the question of timber management, off-shore drilling, etc. He said there are a whole series of questions which could be posed - public issues to be debated.

THORNTON, said in the future this report will show more evidence of what the government thinks is going on and what courses of action should be taken; how to manage the policy questions better. There should be a process to provide greater opportunities to everyone to develop an understanding of the questions and to participate in what ways they would like to see their government move.

ROBERT EINSWEILLER, of the American Institute of Planners, commented that we have had a presentation which indicates that it is unlikely that the executive branch can put out anything which is long-range in its approach.



SELVAGGI said he has a feeling that is not going to arise out of the Title VII mandate. Asked what kind of report is wanted - national or political?

ELMER asked what Congress wants of this report. Is it reflected in the current law? Would you change it if you could? What can the Forum do which would be helpful?

THORNTON, said the value Congress sees in this kind of report is that it is a national document that tends to pull a lot of these questions together and sets the stage for national debate and to examine again each functional policy question. He said on the question of food and agriculture policy, he doubted whether very many people in the country or government have had the opportunity to look at this question in total, not only of producing food, but questions related to it - how it ties into the national concern.

SELVAGGI said Jim Thornton is saying we do not have a process for raising and flagging issues. He said if people wanted to know what the position of the executive branch is, why not read the budget every year.

CLAUS MAY, of the National Council of LaRaza, said Mr. Selvaggi is addressing an important issue in terms of the question of the definition of national growth policy. Mr. May said the question of "definitions" was his concern. For instance, there has been no mention of the geographic or demographic parameters; he said Puerto Rico, the Virgin Islands and military bases overseas are not addressed and this raises the question as to how national needs are assessed and how priorities are assessed. He said he felt we are using models which are proven failures.

THORNTON said there are some basic elements which should be foremost in everyone's mind - questions like equity. He said the question should be asked "who's going to get what?" There is also the question of environmental integrity and economic production.

ROCHELL BROWN, of the National Association of Planners, made comments with respect to the two reports on national growth which have been issued by the President. He questioned whether the executive branch is the proper place for this report to be. The executive branch has to deal with the politics of stating the kinds of policies we have been following.

SELVAGGI said he felt the more people who were involved in such a report, the better. He said part of the answer is Congressional responsibility. The kinds of organizations which can deal with these questions should be put together.

THORNTON said in terms of the context of the report and its development, someone has to start the process. He said he was not uncomfortable with the process being started in the executive branch. It has the resources and is in a better position to do this. He said there should be a means by which the reports could be given national exposure and critical analysis.



BROWN said probably half of the people in the room have not received copies of the report. He asked if there is any way that Congress or the executive branch could distribute it.

SELVAGGI said there were 100 copies available at this meeting for distribution. He said the document came out on December 16, 1974, and he said nation-wide distribution has not been made yet. However, he said 5,000 additional copies are going to be printed and then there will be national distribution.

THORNTON said if this is going to be the kind of document to stimulate national debate, he felt it was important to disseminate the information. He said someone should call a press conference to explain what is in the report. He said the American people should know there is such a document and that it is an important one so they can personally reflect on its contents.

SELVAGGI said what happens after people have read the report is what is important - then you have the enriched discussion.

THORNTON said he felt the news media had failed. Because it is so structured to hard news, when a report of this sort comes out, rarely is there any analytical commentary. He said this is a major failing in the media.

WILLIAM MARSHALL, asked if President Ford is any less frustrated with the second report, and if so, will he wait to be frustrated by a third, or will he take any positive action?

SELVAGGI said he could not speak for the President's frustrations, but reiterated that this had been a period of Presidential succession and that his new staff had to make judgements.

MARY NENNO, of the National Association of Housing and Redevelopment officials, said Congress has already started something of a process by requiring reports in such areas as national growth. She said the national growth report could become a vehicle for integrating and tying together the various other reports. But she said she did not think there had been any interaction. She asked if it were possible for Congress to try to develop such reports in these functional policy areas and that the biennial report on urban growth be the link.

OLIVAS asked if there had been anything else from the White House supplemental to the issuance of the second report.

SELVAGGI said there has been nothing else. As far as the White House is concerned, the statutory mandate has been satisfied.

THORNTON said Senator Humphrey has decided to hold public hearings on the report.



SELVAGGI said there is an effort under way to survey public interest groups to get their reaction to the report and that the results of the survey will be summarized at the conference in Vancouver as a critique of the second report.

THORNTON said a report has been started on Capitol Hill, entitled "Toward a National Growth Policy - Federal and State Developments." He said it is a report of all the significant acts which took place in the prior calendar year - either in the executive branch or in the Congress - developments at the state level also. In addition, he said there is an extensive bibliography broken down by functional policy area. He said the report on calendar year 1974 would hopefully be out in April or May.

WILLIAM MARSHALL asked Jim Thornton if there has been any thought to expanding the report to make it a policy report with recommendations.

THORNTON said yes. He said they have had to develop a home for the report. He said Congress is as guilty as others because of the jurisdictional problems. He said now that Senator Humphrey has taken over chairmanship of the Joint Economic Committee, we can begin to look at things like this - possibly expanding this kind of report - a Congressional, independent view, but with the idea of eventually increasing public awareness.

RAYMOND said he felt the subject on which attention is focused has to be limited and cohesive if Congress is going to do this. He said when the report becomes cohesive, then it could be interrelated with other reports.

THORNTON said in one sense Title VII suggests something much more limited - there is not a broad overlook intended. He wondered whether the language of Title VII should be rewritten, whether there has been enough exchange between the executive branch and Congress to develop a definitive consensus.

ROGERS said he felt this is where the Forum could be helpful - that the Forum could arrive at some agreed to definitions and suggestions.

The meeting then broke for lunch until 2:00 p.m.

ROGERS introduced newcomers to the meeting and then moved on to Item III on the agenda. He said the first thing which should be talked about is the question concerning definitions which was raised in the morning session. He mentioned the fact that George Raymond had commented that the Forum should have a point of focus, and Mr. May had talked about definitions. Mr. Rogers then recognized Mr. May.

MAY said there are three elements which come to mind before defining growth policy: (1) can we talk about a national growth policy, or various growth policies in terms of structures; (2) structurally we will be dealing with private and public sectors, economic institutions, but also people, neighborhoods, living places; (3) the issue of demographic element - how can the definition encompass all the elements in terms of aging, income brackets, ethnic communities, and finally



the question of whether we need growth policies for some geographic areas - do we need growth policies in all areas of the country - what are the criteria?

ROGERS pointed out what had already been said about the President's report - that it accepted the definition of growth as meaning economic growth, but he said he did not know that definition was exclusionary. He said the Forum is not bound by what others have said, or the definitions they have given.

ELMER said he thought it was entirely possible that what many at the Forum meeting had in mind is not growth - that they are talking about change. He then said how do you develop a change policy.

ROGERS interpreted growth in the sense of an entity maturing. He said it does not imply bigness, per se, but rather in the sense of a society maturing.

MILTON LUNCH, of the National Society of Professional Engineers, said he thought the Forum ought not worry about what Congress intended. He said he didn't think Congress knew what it intended. He said the Forum has to decide what it wants to do. We could rename the Forum "The National Forum On All The Problems of the Nation and the World", or the Forum can put a handle on a particular subject - maybe housing or transportation, and bring in some expertise in that particular area and come up with a meaningful report.

BROWN said he felt the Forum has got to begin to deal with existing mechanisms which affect growth - the built environment - and the impacts of them. He said we have to deal with all kinds of questions, not the shape of the President's next report, but the shape of future legislation, so that the President's report can reflect some positive changes.

ROGERS agreed and then said he gathered that Mr. Brown was not uncomfortable with focusing on the physical environment.

BROWN said we should focus on those things which affect the physical environment.

BILL GOLDBECK, of Public Policy Communications, Inc., said if the Forum feels one of its missions might be to have an impact on potentially improving the President's next report, time is of the essence - the next report is due next year, and there is no indication that there is going to be a more serious effort than last time.

RAYMOND said he would like to give an illustration of the man-made environment and what it means to him. He said the condition of life in cities includes housing, education, integration, quality of education, etc. - all the social problems which have to be addressed. He said the Forum cannot address them by focusing solely on the built environment.

ROGERS said urban renewal and human renewal are part and parcel of the same thing.



DAVID STAHL, of the Urban Land Institute, asked if the Forum wants to impact the next report which comes out of the executive branch. He said he favored the Forum members being prepared to comment in advance of the report being issued.

ELMER said he was somewhat reluctant to suggest what the Forum should spend its time doing without knowing whether it may have more resources as an organization than it does now.

ROGERS said 1975 is the year during which the President's next report will be gestating if the Forum wants to involve itself in it, and he said one way to address the Forum's influence on the report is to express an alternative approach, or approaches, to a built environment. Mr. Rogers then went on to say that the Forum's ability to address this kind of issue is influenced by resources.

COOPER said he felt the Forum's agenda was too diffuse - that the Forum may just become a debating society. He then said perhaps it is more effective that way, maybe the agenda should be broad.

MICHAEL BARKER, of the AIA, Staff Executive to the Forum, said the structure of the Forum as it stands now is that it is not a policy delivery mechanism. He felt the Administration should consult the Forum in developing its next report. He said the Forum could offer a diversity of opinion on the issues. Mr. Barker said the real thing a group like this can offer is its diversity.

ROGERS said the Forum should now invite, on a continuing basis, somebody from the executive branch and the Congress. This should be at the very formative stages where ideas are put out and expressed. In this way, rather than simply waiting for something to be published and then reacting to it, Rogers said he saw nothing that would tie the hands of the individual members of the Forum in taking their own positions.

LUNCH said the Forum is comprised of a group of individuals who have some expertise in the housing area. He said the Forum could put forth a position paper indicating the composite position suggesting a new direction for housing policy. The Forum could try to come up with something specific and meaningful. He said if the Forum fails, so what, but it could at least try.

ROGERS moved on to the next agenda item which was whether the Forum would be better served if it had its own secretariat. Perhaps neutral turf which is responsive to the Forum as an entity would be best. He said the Forum has the opportunity to consider outside funding to establish such an office which might be just what is needed.

SYL ANGEL, of the Kettering Foundation, said the Kettering Foundation's concern is a coordinated urban policy. He said many foundations have withdrawn their support for urban affairs and he felt there ought to be some mechanism for drawing foundation support back into the urban affairs area.



ROGERS asked Angel if he felt the Forum was worth backing in terms of foundation support.

ANGEL said he felt the Forum had some drawbacks, but it is the kind of organization which could receive financial support.

BETTY ADAMS, of the National Urban League, said since there are other organizations similar to the Forum, it needs to be determined what is unique about the Forum in comparison to the others.

OLIN said the Forum can publicize its view of the reality of the urban dilemma. He said he did not think a national policy could be accomplished at the national level. He said what the Forum can contribute is a distillation of what it sees as the problem.

ROGERS said the Forum does not have the resources for disseminating the information. Should the Forum encourage private funding from outside to establish an office, a secretariat, with the understanding that those providing the money will not tie the Forum's hands?

STAHL said he felt it would be a mistake to go to anyone until the Forum knows what it is about and where it is going.

ROGERS said without the availability of resources, the Forum's activities are greatly limited.

BETTY VINSON, of the U.S. League of Women Voters, said she thought the most immediate need would be to have enough money to get a nationwide, constructive dialogue going.

BARKER said the level of staff effort the Forum now requires is growing to the point where the concept of a rotating secretariat may not work. He said he could think of several advantages to the Forum's having outside funding: (1) it would enable the Forum to be more objective, (2) would provide an opportunity for continuity, (3) would enable the Forum to coordinate research, (4) would enable the Forum to offer to public policy makers a place to bring their ideas to have them tested and debated, (5) would provide a place for exchange of information and would provide a means to duplicate the materials, (6) would enable the Forum to increase public awareness, and (7) more groups could participate in the Forum.

ANGEL said the issues the Forum is bringing up are the ones the Kettering Foundation wants to look at.

RICHARD WEINSTEIN, of the Rockefeller's Brothers Foundation, spoke of their interests saying there has been a great deal of work which has been done over the years in the field of planning and urban design and in the general area of growth policy. He said there is a growing awareness in the Rockefeller Brother's Foundation that funds are not being disbursed in other than academic circles. He said there is an interest in finding some vehicle which cuts across many disciplines, some forum which is sufficiently broad in its constituency to make it worthwhile to get the information to the American public. He said the Foundation did not know whom



to join forces with, which is why he was attending this meeting - to see if the Forum is the kind of group the Rockefeller Brothers Foundation would be interested in supporting. He said the Foundation is interested in what the Forum is doing. He said his group is interested in more than theoretical research.

OLIVAS said he would support getting outside funding.

GOLDBECK said he did not think the Forum would have any difficulty getting funding.

ROGERS said that without committing anyone, the Forum was being observed at this meeting by two, and perhaps three, foundations. He said the question is whether the Forum would continue to hold the interest of Dick Weinstein and Syl Angel, as it was perceived by them.

WEINSTEIN said the Rockefeller Brothers Foundation is interested in an informed national dialogue on questions concerning the critical choices facing the nation. This, he said, has been the theme of the support the Foundation has given. Its primary interest is an informed national dialogue by a diverse group. He then suggested that the Foundation could possibly make available to the Forum the research it has been doing on the subject of growth as it relates to the man-made environment, as it affects national parks, etc.

ANGEL said he continues to be interested in the work of the Forum.

ROGERS suggested it would be best to continue the discussion in the form of a motion - a motion was made and seconded -to encourage the establishment of a Forum secretariat with foundation funding. The motion was agreed to unanimously. Rogers then listed the five people suggested for the Steering Committee, if they would agree to serve: Ivan Elmer, Lane Marshall, Alice Klavans, Mary Nenno, and Harold Fleming.

MAY suggested Mr. Olivas as a member of the Steering Committee which was overruled.

BROWN said there should be one or two minorities on the Steering Committee.

(There was some discussion at this point on the technicalities of other minority groups joining both the Forum itself and the Steering Committee.)

ADAMS said she felt the invitation list should be expanded.

ELMER suggested that the Chairman of the Forum be authorized to add additional members to the Steering Committee prior to the next meeting of the Forum.

ROGERS suggested that the Chairman be authorized to add up to three additional members to the Steering Committee, and he said he would welcome suggestions, these of course having to be signed on as members of the Forum. Rogers then asked for a show of hands on the acceptance of the Steering Committee names suggested above plus the ability to add others.

There was unanimous agreement.



ROGERS continued to say the function of the Steering Committee is to establish the general format and content of the meetings. The steering committee will also serve as a nominating committee for chairmen and other officers as appropriate.

Rogers then asked what the members wanted on the agenda of the next meeting which would probably be in April or May.

PAUL KNAPP, of the Association of Physical Plant Administrators, asked about the possibility of people from HUD or HEW being invited to the next meeting.

GOLDBECK said if the Forum wants to impact the next Presidential national growth report, that should be on the agenda for the next meeting.

COOPER asked if it would be advantageous to have someone working on a draft of the objectives and scope of the Forum.

BARKER referred Mr. Cooper to the founding resolution of the Forum and the objectives and structure statement.

BROWN said he would suggest that the various members submit to each other their ideas on what they want out of the Forum.

ROGERS said each member should bring to the next meeting a prepared position on this subject.

ELMER proposed that the Forum authorize and instruct Mr. Rogers to write a letter to Mr. Selvaggi acknowledging his appearance at this meeting and recalling his statement of intent to get participation of non-government groups into the development of the next national growth report of the President, and to solicit his action to involve members of the Forum as part of the participation.

OLIVAS asked about having a representative of OMB, particularly Mr. Lynn, at the next meeting.

ROGERS suggested a representative of the Domestic Council instead.

EINSWEILLER also recommended a discussion on Senator Humphrey's S. 3050 for the next meeting.

HARRY JONES, of the Center for Responsive Technology, thought a survey of non-governmental organizations, many of which are in the Forum would be helpful and present the results at the next meeting.

The meeting adjourned at 4:00 p.m.

